



# Evidence-Based Practice: Exploration and Implementation

Edi Winkle, MSW

Lansing, MI

October 9, 2007



**FRIENDS National Resource Center for Community Based Child Abuse  
Prevention**

*A Service of the Children's Bureau*

# Desired Outcomes

- Gain an understanding of the Stages of Implementation
- Learn how to begin to explore EBP
- Gain knowledge of resources & tools for EBP
- Identify further strategies and concerns

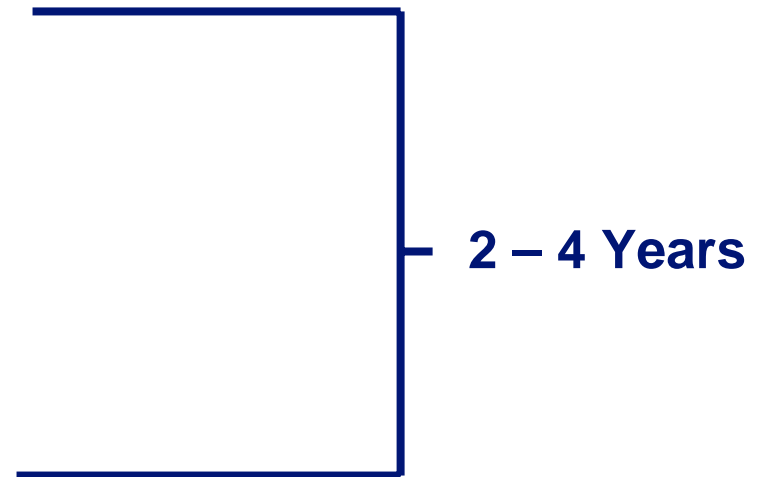
# Next Steps

I am interested in learning more about  
Evidence-Based and Evidence-  
Informed Practice, so where do I go  
from here?

# Stages of Implementation

## Implementation occurs in stages:

- Exploration
- Installation
- Initial Implementation
- Full Implementation
- Innovation
- Sustainability



Fixsen, Naoom, Blase, Friedman, & Wallace, 2005

*National Implementation Research Network*

# Stages of Implementation

## **What do we mean by “implementation”?**

Implementation is a specified set of activities designed to put into practice an activity or program of known dimensions.

*National Implementation Research Network*

## **What do we mean by “stages of implementation”?**

Implementation stages are a series of overlapping sets of activities that help move an ebp from an “idea” to “reality”.

*National Implementation Research Network*

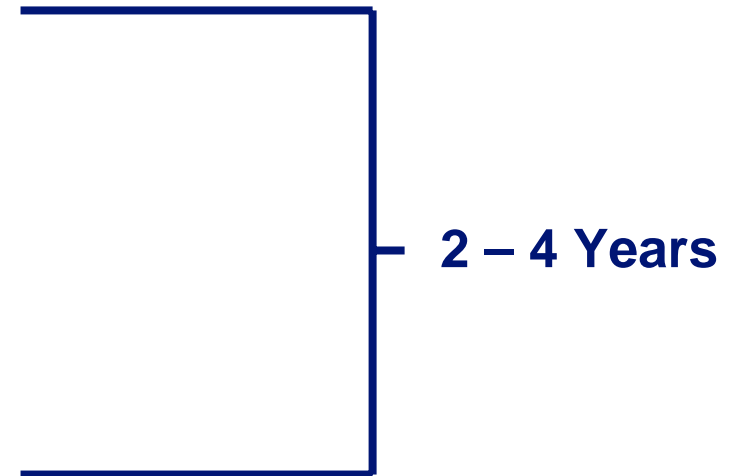
# Remember -

- Implementation is not an event.
- Implementation is a mission-oriented process involving multiple decisions, actions, and corrections.

# Stages of Implementation

## Implementation occurs in stages:

- Exploration
- Installation
- Initial Implementation
- Full Implementation
- Innovation
- Sustainability



# Implementation Stages

- Exploration: assess the potential match among needs of children and families, evidence-based program benefits and requirements, and community resources available in order to make the decision to proceed (or not).
- Program Installation: tasks related to the evidence-based program that must be completed before first child and/or family is seen.
- Initial Implementation: Program begins to function; staff in place, referrals begin, and children and families begin to receive services.



# Implementation Stages

- Full operation: Program is fully operational; procedures/processes routinized; all the 'realities of doing business' are experienced and worked through.
- Innovation: Local factors can lead to novel and effective solutions within context of the program; BUT there is a big difference between an innovation and program drift.
- Sustainability: A key part of every stage! Internal and external factors impinge on a program and lead to demise or continuation; coping/adaptation are notable features.

# Stages of Implementation

**Implementation occurs in stages:**

- Exploration
- Installation
- Initial Implementation
- Full Implementation
- Innovation
- Sustainability



**2 – 4 Years**

# Exploration

The purpose of exploration is to assess the potential match among:

- needs of children and families in the community,
- community resources available,
- and the potential fit to existing evidence-based programs

in order to make the decision to proceed (or not).

# Participants in the Exploration Process

- Who will need to be included in exploring adoption and implementation activities in your community?
  - Which administrators and practitioners from inside your organization will need to be on board?
  - Other constituents? Partner organizations, community organizations, advocates, consumers?
  - Consider the value of multiple perspectives

# Assessing Needs and Commitment

- What are the needs in your community?
  - What issues?
  - Populations of concern?
  - Political/Social considerations?
- Community Buy-in and Commitment are essential
  - Strategic planning processes

# Assessing Resources

- Change is required and it will require additional resources
- Potential Community and Consumer Partners
- Leveraging Resources in the Community

# Exploring Intervention Components

- What needs to be considered when exploring evidenced-based interventions?
  - Where do we find information about them?
  - How do we learn more?
  - Who should we talk to?
  - What are the intervention components?
  - What about adaptation and fit?

# Exploring Intervention Components

Where do we find information about them?

- Journals
- Source Documents
- Registries



# Exploring Intervention Components

## Tools:

- Exploration Handout
- Identifying and Selecting Evidence
- Issues to Consider in EBP Selection
- NREPP's questions-for-developers

# Exploring Intervention Component

## How do we learn more?

- Who should we talk to?
  - Developers and Purveyors
  - Other communities and states that have adopted the program or practice
- What are the Core Intervention Components?
  - Active ingredients of a program
  - Functions tied to theory

# Exploration: Questions

**What do you need to know when **exploring** the implementation of an EBP in your community?**

- What problems exist?
- What is the target population?
- What program or practices exist that might help solve that problem?
- What are the core components (active ingredients) of the program?
- What training and technical assistance can be expected from the program developer?

## Exploration: Questions (cont'd)

- What community members and organizations need to be involved in the decision to select a program?
- What are the costs of start-up and ongoing support of the program/practice, and what sources of funding are available to pay for start-up and to support implementation?

## Exploration: Questions (cont'd)

- What changes will be needed in the provider and partner organizations (federal, state and local bureaucracies) to allow full and effective use of the program/practice?
- What data systems must be in place to monitor fidelity and intended changes in consumer outcomes and changes in organizational and bureaucratic supports?

Where can you find evidence-based programs and practices?



# We've chosen an EBP. . .

## What else do we need to know?

The usability of a program has nothing to do with the weight of the evidence regarding that program:

- “Evidence” on effectiveness helps us select what we might **choose** to implement;
- “Evidence” on effectiveness **does not help us implement** the program.

# What is implementation?

A specified set of activities designed to put into practice an activity or program of known dimensions.

- *National Implementation Research Network*



# What Doesn't Work

Diffusion/dissemination of information by itself **does not** lead to successful implementation (research literature, mailings, promulgation of practice guidelines)

Training alone, no matter how well done, **does not** lead to successful implementation

# What Doesn't Work

Implementation by edict alone does not work.

Implementation by “following the money” does not work.

Implementation without changing supporting roles and functions does not work.

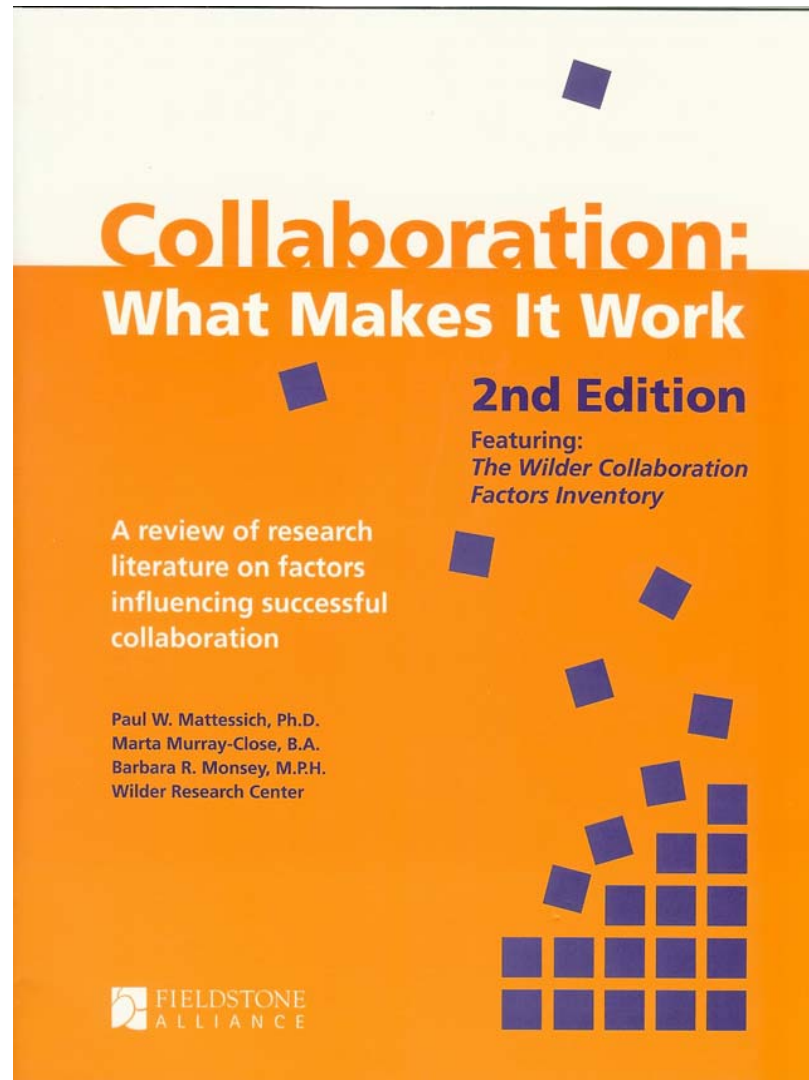
Paul Nutt (2002) *Why Decisions Fail*

# Collaborations

Improving your collaborations through EBP/EIP will strengthen communities. Improved collaborations will produce:

- better needs assessments
- more informed funding decisions
- stronger basis for providing match dollars

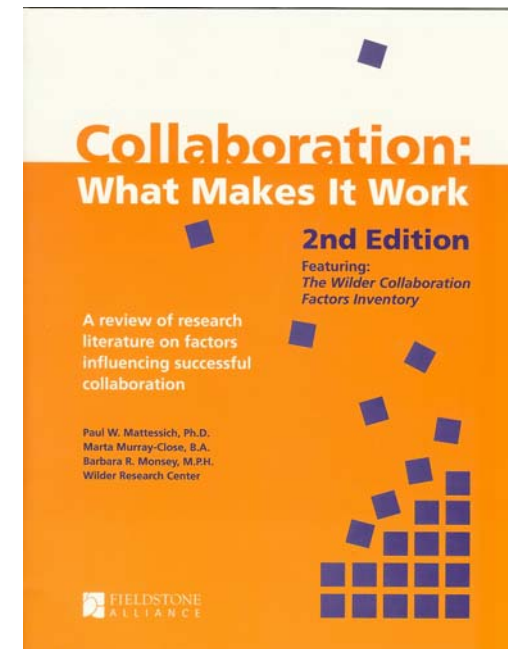
# Collaborations



# Collaborations

## The Wilder Collaboration Factors Survey

- Defining Success Factors
- Understanding Factors
- Implementation
- Self-examination



# Contact Information

**Edi Winkle**

**[ediwinkle@cox.net](mailto:ediwinkle@cox.net)**



**FRIENDS National Resource Center for Community Based Child Abuse  
Prevention**

*A Service of the Children's Bureau*